

NEVER SO
BRAZILIAN:
IDENTITY BETWEEN
ROCK AND PLACE
IN BRASÍLIA

Jesse Samba Wheeler (UCLA)

"NUNCA FOMOS TÃO BRASILEIROS"

by Philippe Seabra and Plebe Rude

From LP *Nunca Fomos Tão Brasileiros* by Plebe Rude (EMI 1987)

SOU BRASILEIRO, VOCÊS DIZEM QUE SIM.

I am Brazilian, so you say.

MAS AS IMPORTAÇÕES NÃO DEIXAM SER ASSIM.

But the imports get in the way.

PRA QUE TUDO ISSO NA REGIÃO TUPINIQUEM?

What's the point of all this in the Tupiniquim region?

NASCI AQUI, MAS NÃO SÓ EU.

I was born here, but I'm not the only one.

VOCÊS ESTÃO NESTE BARCO TAMBÉM, TAMBÉM.

You're in the same boat, too.

(. . .)

NÃO TEMOS IDENTIDADE PRÓPRIA.

We don't have our own identity.

COPIAMOS TUDO EM NOSSA VOLTA.

We copy everything around us.

NUNCA FOMOS TÃO BRASILEIROS.

We were never so Brazilian.

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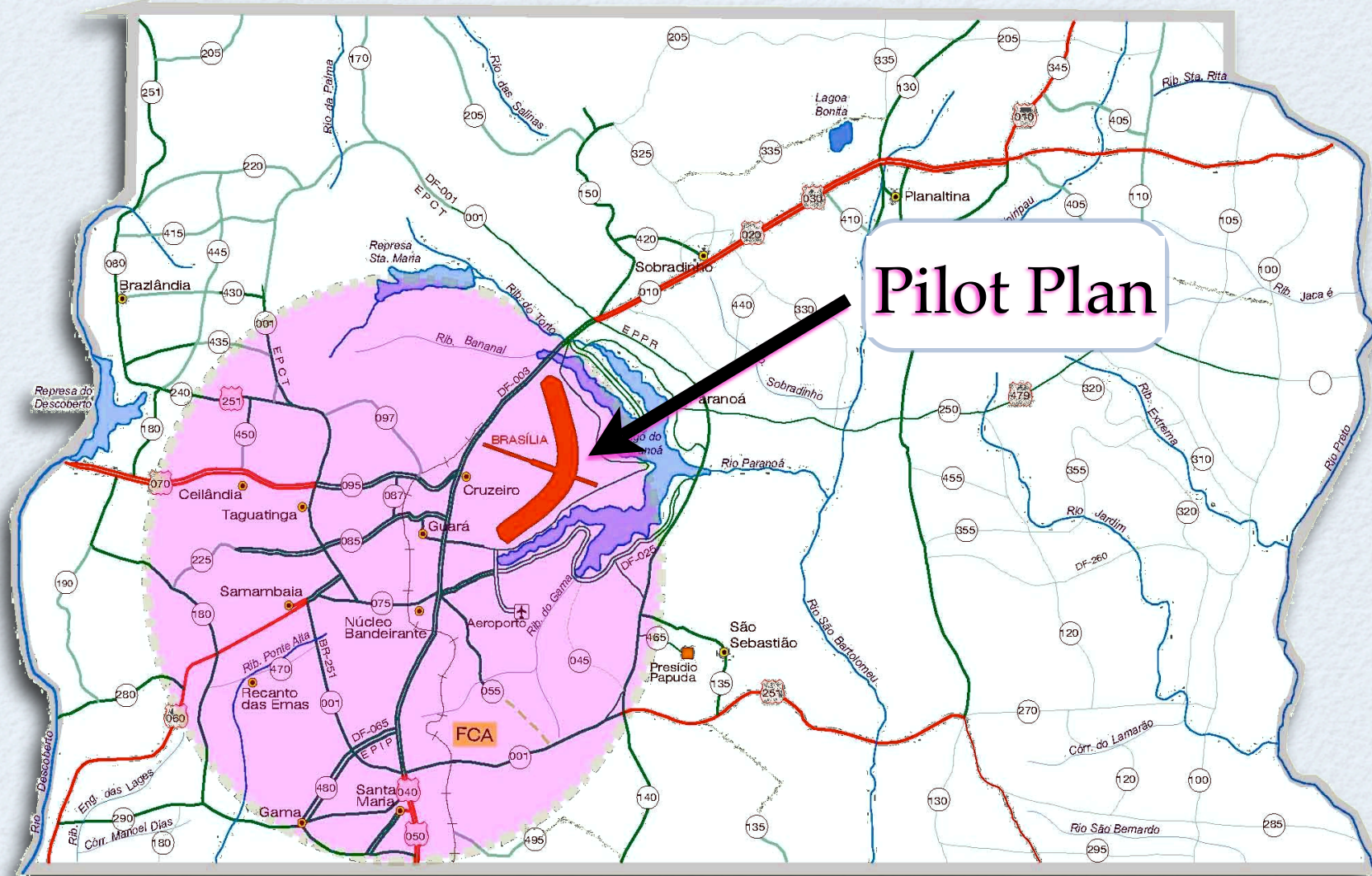
➤ COPIAMOS TUDO EM NOSSA VOLTA. ◀

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➤ NUNCA FOMOS TÃO BRASILEIROS. ◀

We were never so Brazilian.

The Federal District (DF)*



Research area highlighted



Pilot Plan and North and South Lakes*



SQS 103-D-104





SQS 103-D-104

Super Quadrant South 103

Block D

Apartment 104

SQS



SQS or



SQS or SOS?



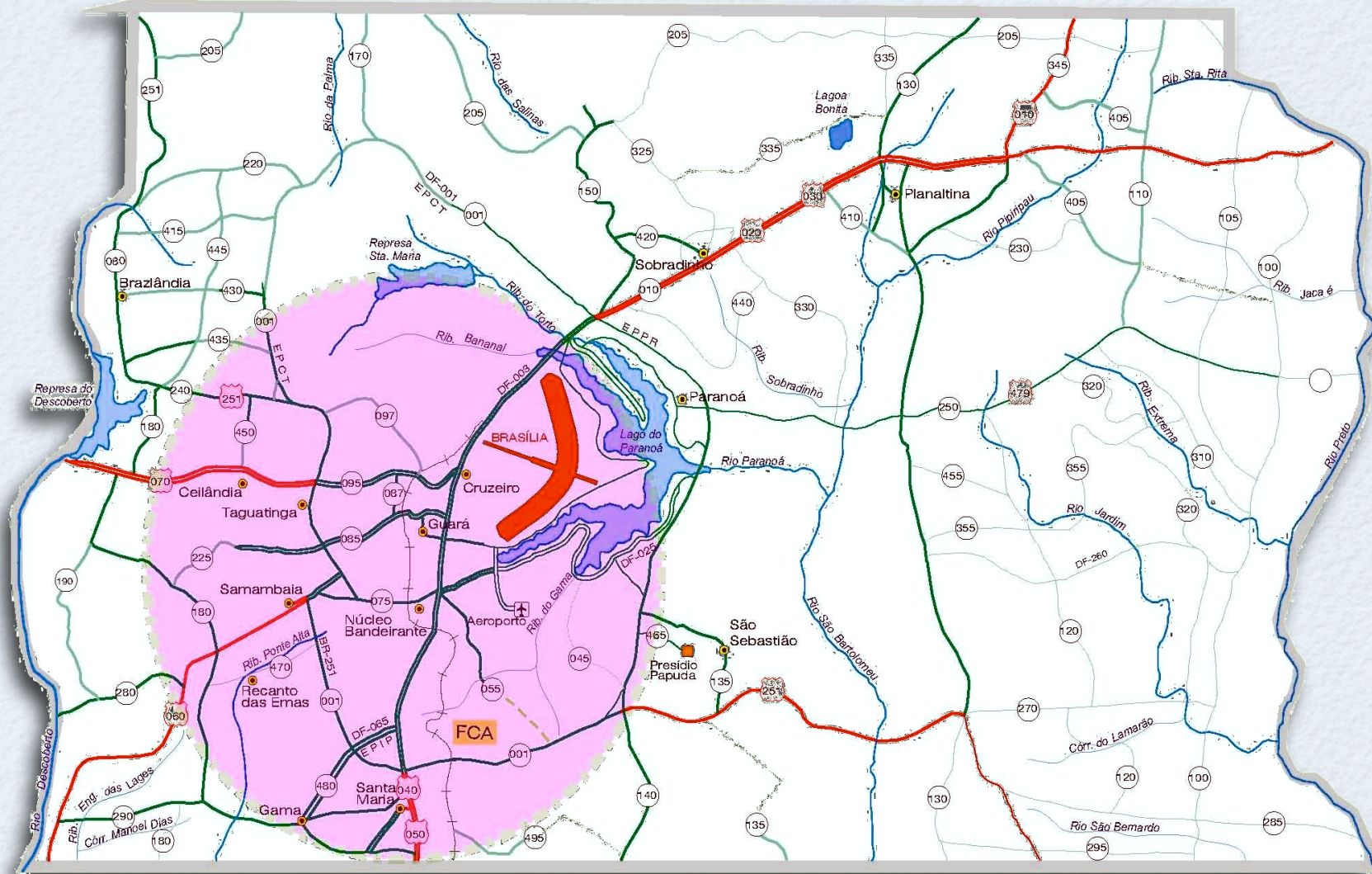
SQS or SOS?

**That is
the
Question!**

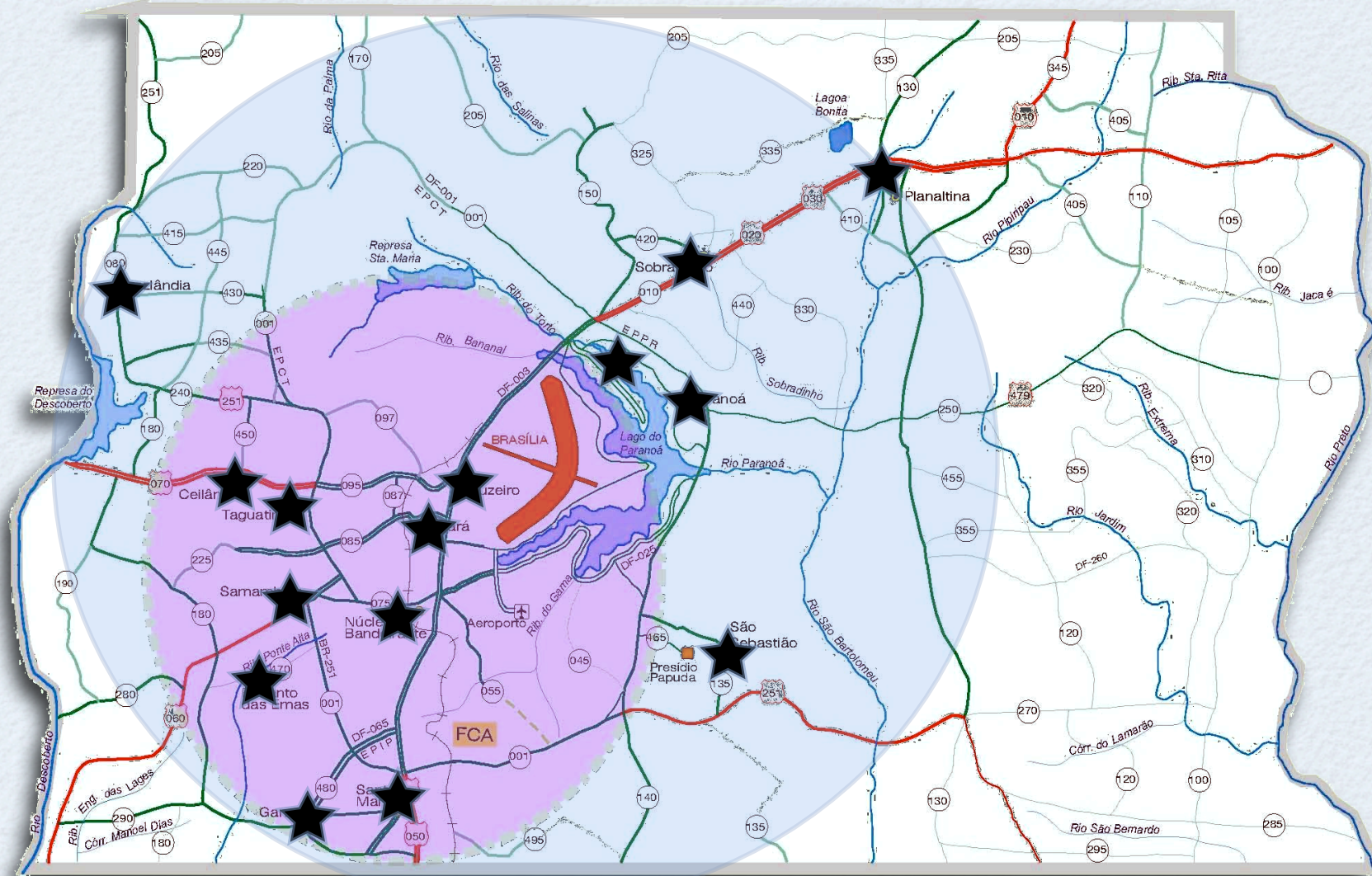
– Nicholas Behr, poet



The Federal District (DF)*



The Federal District (DF)*



Satellite cities (★) extend outward up to 40 km



“The importance of this billboard is enormous. As big as Brasília’s rock tradition.”



Preparing float honoring Renato Russo and Rock of Brasília
ARUREMAS, Carnaval 2005



Audience at Gate's Pub for a show of
The Seven Rock Band
(a classic rock tribute band)



Khallice (progressive metal) show

Photo by Jesse S Wheeler, 2004



A low density *roda de pogo* at an outdoor underground
show

Photo by Jesse S Wheeler, 2005



Galinha Preta, "Robaro meu rim!" (They stole my kidney!)

Photographer unknown

Comparative Income Data (2004)*

	PP	Guará	Taguatinga	Ceilândia	Gama	Santa Maria
Per family (R\$)	5026	3186	2439	1211	1558	962
Per family (MS)	19.3	12.3	9.6	4.7	6.0	3.7
Km from PP	0	11	21	26	30	38



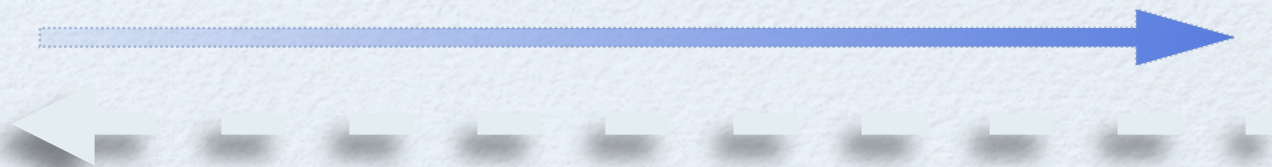
R\$ = Brazilian Reais. In 2004 R\$1 \cong US\$2.25

MS = $n \times$ Minimum Monthly Salary. In 2004 the MS = R\$260 (R\$3120 per annum)

**Pesquisa Distrital por Amostra de Domicílios, CODEPLAN, 2004*

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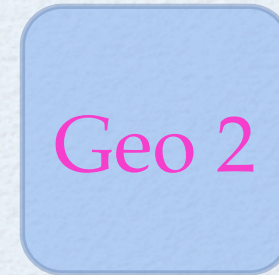
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"Access to the Pilot Plan"

The Socio-spatial Homology



The Socio-spatial Homology

Center
(Pilot Plan)

Geo 1

Geo 2

Periphery
(Satellite cities)

Upper and middle
classes

Dem 1

Dem 2

Middle class to
poor

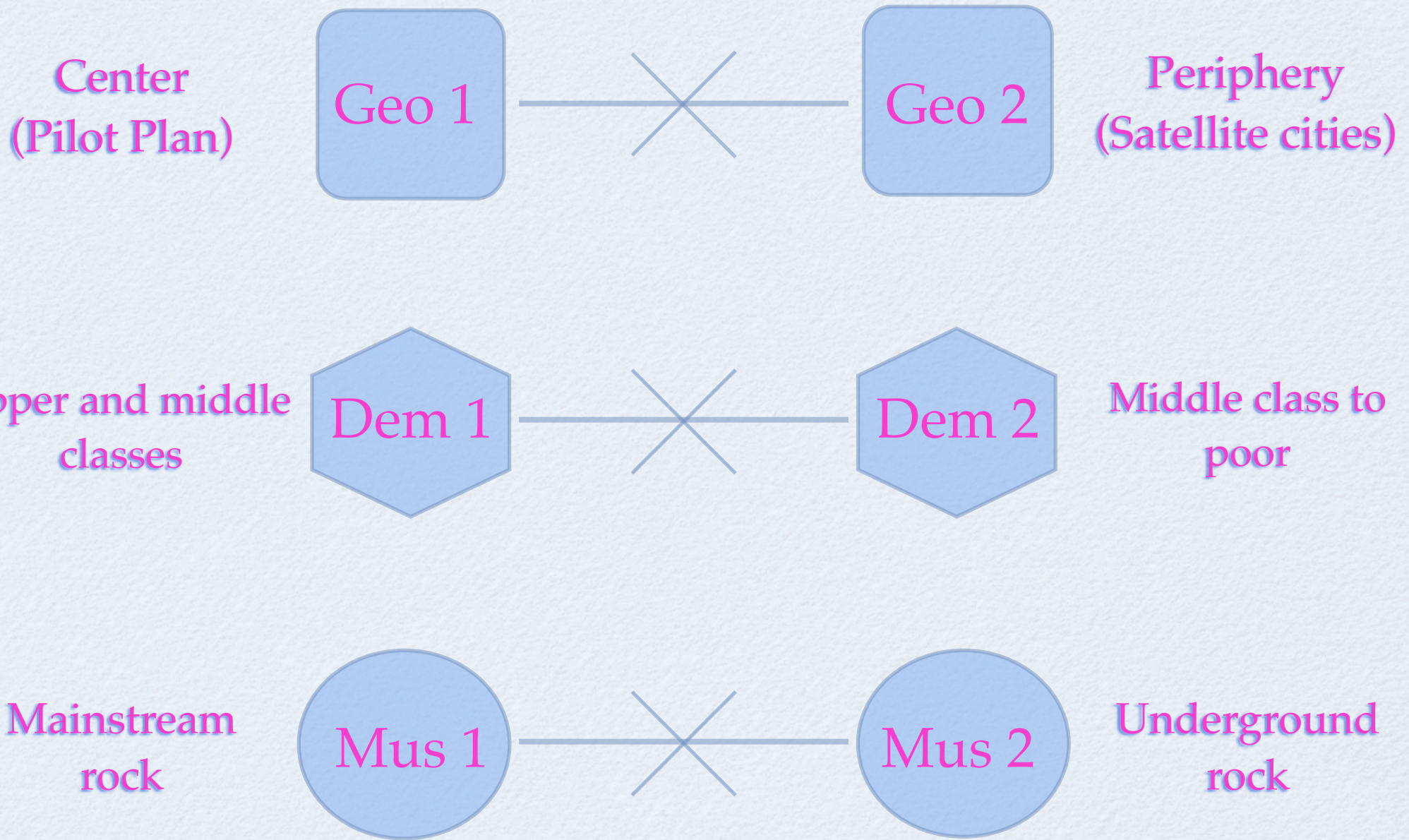
Mainstream
rock

Mus 1

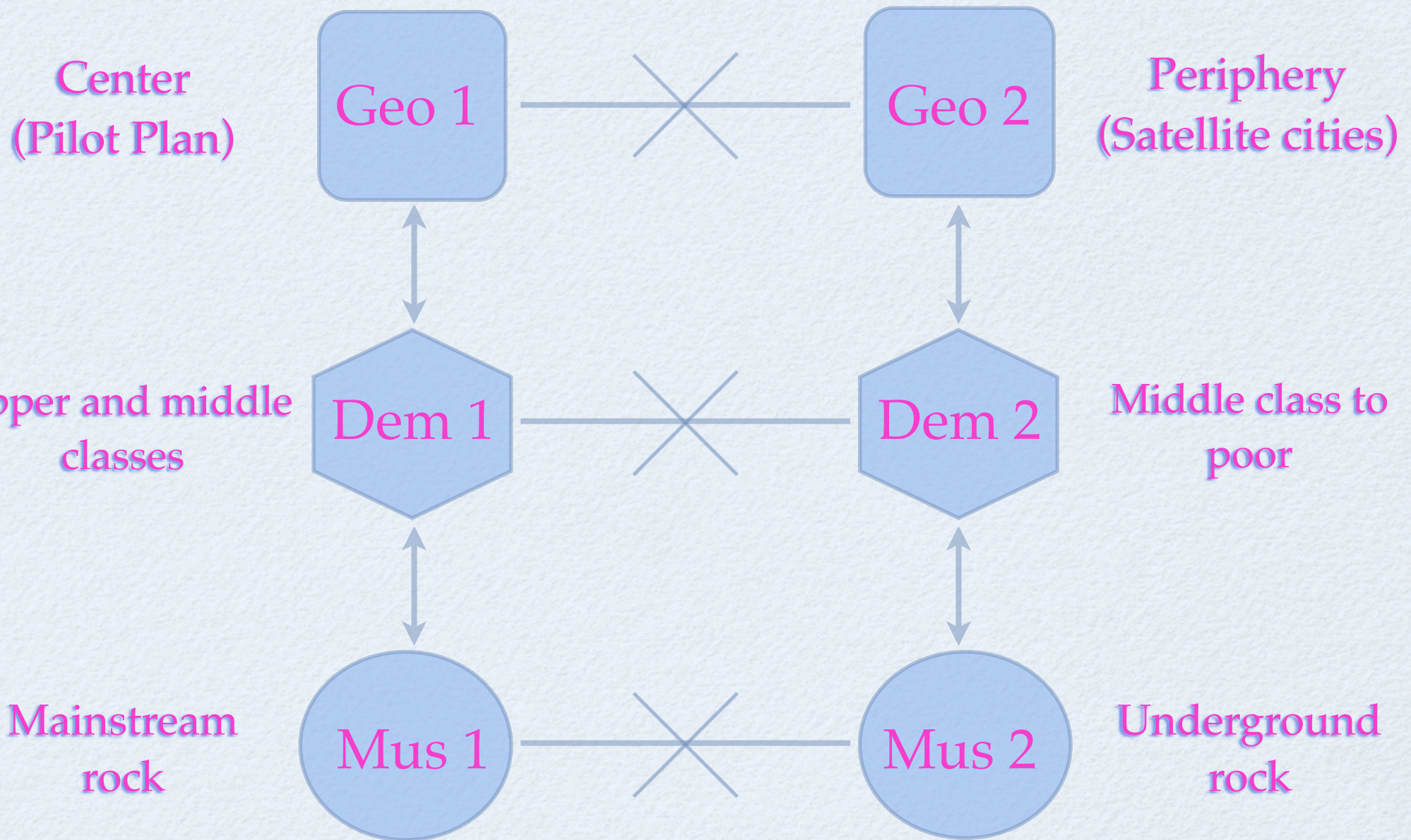
Mus 2

Underground
rock

The Socio-spatial Homology



The Socio-spatial Homology



The Socio-spatial Homology



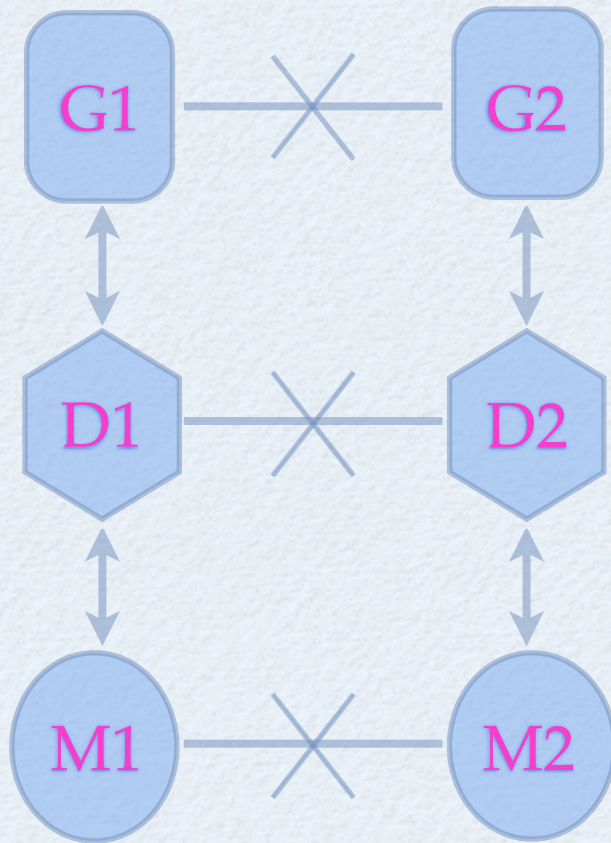
The Socio-spatial Homology



$G1:G2 :: D1:D2 :: M1:M2$



The Socio-spatial Homology



$G1:G2 :: D1:D2 :: M1:M2$

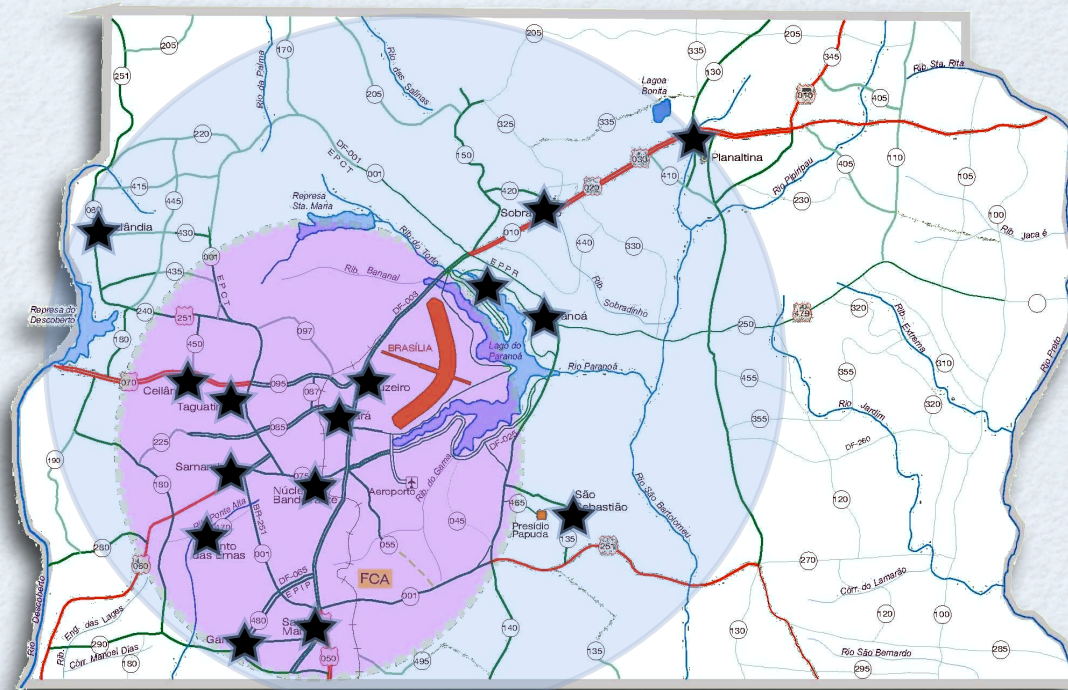
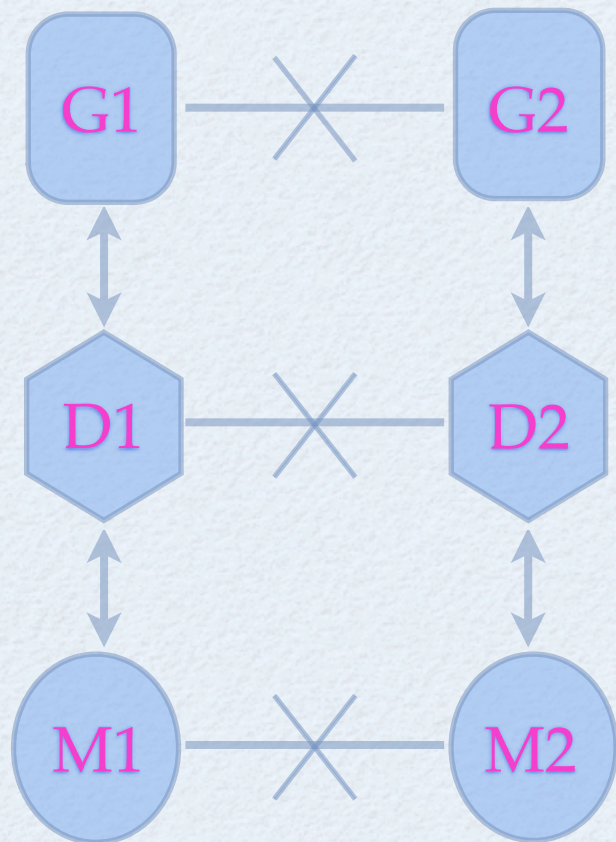
$G1:D1:M1 :: G2:D2:M2$



THEIROR

REVOLUCIONARIO

HARDCORE LIVRE



OBRIGADO

THANK
YOU

GRACIAS

Jesse Samba Wheeler (UCLA)